



**Sustainability Series**

## **The Sustainable Enterprise Fieldbook: When It All Comes Together**

**Jeanna Wirtenberg, Ph.D, Editor**  
**Beth Applegate, MSOD, Contributor**

**Thursday, September 25, 2008**

**9:00 a.m. – 11:00 a.m.**

**Treasury Executive Institute**  
**801 9<sup>th</sup> Street NW**  
**Washington, DC**

Leaders and managers of organizations are being challenged as never before to play a proactive role in forging a more sustainable future for us all. Leaders in the public sector are pivotal in their dual functions as facilitators/motivators for others (both in the private sector and in civil society) as well as role models promulgating changes in their own organizations.

*The Sustainable Enterprise Fieldbook* teaches leaders how to integrate sustainability into the day-to-day **realities of leading an organization** by embracing social, environmental, and economic issues simultaneously. It addresses the "what" ("what is a sustainable strategy for an organization?") as well as the "how" ("how do we build a sustainable enterprise?").

The *Fieldbook* lays out provocative approaches to leadership, mental models, and strategy as a foundation for a sustainable enterprise and describes how to stimulate employee engagement and manage change. Written to increase understanding of sustainability on a practical and personal level, it provides guidance to improving the social, environmental, and economic performance of organizations in both the short and long term.

**Jeana Wirtenberg**, Ph.D., is President of Jeana Wirtenberg and Associates, LLC, a consulting firm focusing on integrating sustainability issues into organizations in every sector of society. She is also Founder and Director, External Relations and Services, at the Institute for Sustainable Enterprise at Fairleigh Dickinson University.

**Beth Applegate**, MSOD, is President of Applegate Consulting Group, an organization development (OD) practice that assists national and international nonprofit organizations, government agencies and socially responsible for-profit corporations with developing human and organizational capacity and building a more just and equitable society.

**ECQ 3: Results Driven**

**ECQ 4: Business Acumen**

**REGISTRATION:** All SES members, candidates, and GS-15s in Treasury and legacy Treasury bureaus are eligible to attend. Please register by September 18, 2008, on line at <http://intranet.treas.gov/tei/>. DHS and legacy bureau employees should call 202-622-9311 for registration assistance.